

## REMARKS

Reconsideration of the present application in view of the foregoing amendments and following remarks is respectfully requested.

In this Amendment, claims 1, 3 have been amended to more clearly define the claimed invention. Claims 2, 4-6 and 10 have been cancelled without prejudice or disclaimer. Claims 1, 3, 7-9 and 11 are pending in the present application.

**Claims 1 and 3** have been amended to find *positive* support in both the KR priority document and the PCT application. In particular, amended claims 1 and 3 now require, among other things, that the advertisement included in the e-mail be convertible between an inactivated state and an activated state. The feature finds support in at least page 12, line 19 through page 13, line 4 of the English translation of the KR priority document, i.e., the advertisement can be activated or deactivated either by the transmitting party or the receiving party by, e.g., manipulating the button 48 (FIGs. 3, 4). Similar support can be found in the PCT application, at page 12, lines 12-20.

Thus, no new matter has been introduced by the above amendment and the amended claims are clearly entitled to the priority date of March 30, 1999 which antedates the earliest possible reference date of *Rothschild*. Claims 1 and 3 are therefore patentable over *Rothschild*.

**Claims 2 and 4** are believed to find support in at least page 8, line 15 through page 11, line 25 as well as FIGs. 1-2 of the translation of the priority document where it was described that advertisements can be embedded in the background of both a chatting window and an email window. Withdrawal of the non-responsiveness regarding claims 2 and 4 is believed appropriate and therefore respectfully requested.

**Claims 5 and 6** have been amended to find support in the translation of the priority document, at page 9, line 3 through page 9, line 13 and page 13, line 23 to page 14, line 1, respectively.

**Claims 7-9** are considered patentable at least for the reasons advanced with respect to the respective independent claims.

**Claims 10 and 11** have been cancelled without prejudice or disclaimer.

Applicant respectfully submits that all claims are now in condition for allowance. Early and favorable indication of allowance is courteously solicited.

The Examiner is invited to telephone the undersigned, Applicant's attorney of record, to facilitate advancement of the present application.

To the extent necessary, a petition for an extension of time under 37 C.F.R. 1.136 is hereby made. Please charge any shortage in fees due in connection with the filing of this paper, including extension of time fees, to Deposit Account 07-1337 and please credit any excess fees to such deposit account.

Respectfully submitted,

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